

From: "William L. Gibbons \wgibbons)" <wgibbons@memphis.edu>
To: "William L. Gibbons (wgibbons)" <wgibbons@memphis.edu>
Date: 10/8/2018 8:27:39 AM
Subject: Fwd: draft "story"

Bill Gibbons
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Begin forwarded message:

From: Blair Taylor <btaylor@mephistomorrow.org>
Date: October 7, 2018 at 9:54:43 PM CDT
To: "William L. Gibbons (wgibbons)" <wgibbons@memphis.edu>
Subject: Re: draft "story"

Let's talk in the morning. I want to be totally aligned before we have the call

Sent from my iPhone. Please excuse typos.

On Oct 7, 2018, at 9:42 PM, William L. Gibbons (wgibbons) <wgibbons@memphis.edu> wrote:

Somehow just saw this. This looks fine for our conference call, although anything we release this year will obviously not be a "year end" report.

I don't think I have a call in time and number for Tuesday. Please advise.

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On Oct 5, 2018, at 3:50 PM, Blair Taylor <btaylor@memphistomorrow.org> wrote:

Bill – for our call with the mayor and bryan Tuesday, we need the draft story: Here's how I see it. Let me know your thoughts.

I'm thinking it's something like this:

- Story Angle:
 - Primary: Crime commission issues "year end" special progress report and next steps for MPD staffing initiative. Explains importance of building complement to so many of the other OSC initiatives, etc. which is why special report.
 - Secondary: Acknowledgement of business and philanthropy who asked the mayor how they could help and the Mayor's team requested financial support. Crime Commission, raised and collected the funds.
- Quotes/interviews tee'd up with:
 - Bryan Jordan
 - Mayor Strickland
- Timing:
 - Ideally after the start of the last class of new recruits / pst's/ fast track for 2018.
- Release:
 - Give exclusive to Daily Memphian, CA, or Business Journal
 - Then issue press release

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